



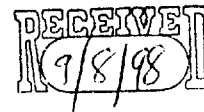
THE WINNING COMBINATION™

The Informed Choice

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August 31st 1997



Director
Special Nutritionals
Center for Food Safety and Applied Nutrition
FDA
200 C Street S.W.
Washington, DC 20204

Dear Sir / Madam:

This is a 30-day notification for a dietary supplement that will be on the market within 30 days. The product name is **Ultimate Herbal Power**. The claims on the 60 count package are:

“ULTIMATE HERBAL POWER combines all the benefits of our three most popular herbal formulas in a convenient, economical Perma-Fresh packet. Each foil packet of **Ultimate Herbal Power** delivers the equivalent of more than two capsules of our standardized **Garlic+Plus**, along with two capsules of our standardized **Ultra Ginkgo+Plus** and one capsule of our standardized **Ultra Ginseng+Plus**. In addition to these three ultra-high potency standardized herbal extracts, **Ultimate Herbal Power** also provides thirteen other nutrients that support the beneficial properties of these herbs. **PANAX GINSENG:** For thousands of years, Panax Ginseng has been one of the most valued herbal supplements. It has been used and praised throughout the world for centuries finding a home not just in the Orient, but throughout Europe and North America, eventually becoming the most widely consumed herbal supplement in the United States. Millions of people use Ginseng to help combat fatigue, stress and to promote general well being. This is consistent with its recognized “adaptogenic” properties. “Adaptogenic” refers to an herb’s capacity to offer nutritional support to help balance body functions. Water extracted and standardized for over 20% ginsenosides, our unique Ginseng is certified for potency at a level many times higher than most other leading brands. With **Ultimate Herbal Power**, you can enjoy the benefits of the highest quality standardized ginseng extract, along with the support of thirteen synergistic nutrients not found in most leading brands. **GINKGO BILOBA:** The Ginkgo Biloba tree has survived over 200 million years and represents one of the oldest living species of trees in the world today. For the past several thousand years the Ginkgo Biloba tree has been used in traditional oriental medicine and more recently as an important component in modern herbal formulations. Several clinical studies from Europe demonstrate a role for Ginkgo Biloba in supporting healthy circulation to the brain, particularly in those individuals suffering from age-related changes in mental function. Our remarkable, water-extracted Ginkgo Biloba extract is not just standardized for its 24% content of ginkgo flavone-glycosides, but is also standardized for its 6% content of terpene lactones. One packet of **Ultimate Herbal Power** delivers a full 120 mg. of Ginkgo Biloba which is at least twice the single capsule content of most leading brands. With **Ultimate Herbal Power**, you can enjoy the benefits of the highest quality standardized ginkgo biloba extract, along with the support of thirteen synergistic nutrients not found in most other leading brands.

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ORGANIC GARLIC: The Garlic in **Ultimate Herbal Power** is the result of our worldwide search for the finest, most powerful, 100% pure, organic, deodorized garlic. It contains all of the natural goodness from whole fresh garlic without the unpleasant aftertaste or stomach upset. It is also certified organic, so you know that there are no harmful pesticides concentrated along with garlic's natural goodness. You can feel secure that our garlic delivers all the benefits you seek because it is assayed and certified to contain the most important and beneficial chemical constituents of whole fresh garlic, such as allicin, aliin, thiosulfinates, gamma-glutamyl cysteinates and sulfur. The Garlic used in **Ultimate Herbal Power** contains more than twice the allicin content of our original garlic product. Most researchers attribute the healthful benefits of garlic to its allicin content. **Ultimate Herbal Power** also contains thirteen other nutrients not found in most ordinary herbal supplements to support the beneficial properties of these herbs, including high potencies of B-complex vitamins, as well as the antioxidants, Vitamin C and Vitamin E, plus Selenium, Chromium and Zinc. We also include our proprietary electrolyte complex to provide an active chelated supply of two critical electrolytes (Potassium and Magnesium) to further support energy and nervous system functions.

This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease."

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Rob Maltas', with a stylized flourish at the end.

Rob Maltas
VP Product Development